

# Rewarding Your Active Members

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## Marcia Wood, President, STC Rocky Mountain Chapter

Attendees will learn how the Rocky Mountain Chapter developed and executed its plan to reward active members and encourage inactive members to participate. During 2012, points were given for: attending and facilitating meetings, serving as a chapter officer or committee manager, or blogging about chapter events or the techcomm profession.

As attendees, you will:

- learn how the Rocky Mountain Chapter developed/implemented its plan to reward active members and encourage inactive members to participate
- learn practical ways to review the program and modify it when necessary
- receive a development/implementation checklist for your own community
- offer your experiences with similar programs

The purpose of the program was to reward active members with an inexpensive item if they earned 15 points during the calendar year. A secondary purpose was to encourage more members to become active. We didn't have enough volunteers to fill all vacant committee positions. Leaders had to manage more than one responsibility. Rewards were incentives for more members to become active and to keep active members motivated. Rewards had a value of \$25 that coincided with the cost of chapter dues.

How to develop and implement a rewards program:

1. Assess the value of a rewards program for your community.
2. Add a line item for rewards in your budget.
3. Set time period, create a list of possible points, and appoint record keeper and promoter.
4. Publicize the program to members and publish quarterly results.
5. Tally results at end of time period and notify winners.
6. If more than one reward is offered, ask winners for their preference and order rewards.
7. Deliver rewards to winners and publicize results.
8. Review program periodically to see whether it should be continued, modified, or dropped.

Blogs about the Rocky Mountain Chapter's program include:

<http://stcrmc.org/wordpress/?p=1526>

<http://stcrmc.org/wordpress/?p=1771>

<http://stcrmc.org/wordpress/?p=1935>

<http://stcrmc.org/wordpress/?p=2105>

<http://stcrmc.org/wordpress/?p=2420>

# STC RMC Active Member Rewards Program

Posted on [January 25, 2012](#) by [Marcia Wood](#)

STC RMC would like to recognize members who are consistent in their activities and help make the chapter a success. This year you can earn a distinctive leadership polo shirt. These shirts set our members apart at STC conferences and in the workplace.



Example of polo shirt, reward for active members

## How to Qualify

You must earn 15 points to earn a 2012 Active Member shirt. But it will be worth it!

The shirt lets our members celebrate chapter pride in the workplace whenever they choose to wear it. It sends a positive message to employers, clients, and co-workers: I am committed to my profession and committed to self-development. I am a member of STC!

As the points table shows, you earn points each month. From January 2012 through December 2012, you earn points for: attending a chapter meeting, being a chairman/officer, presenting a program/webinar, visiting an affiliated organization, or organizing an impromptu networking meeting.

Activity	Point Value
Attend chapter meeting/webinar	1
Be the first to volunteer to write a meeting/webinar review for the Technicalities blog.	1
Be a chairman/officer:  0.5 for office  0.5 for attending administrative council meetings	1
Present a program or webinar	2
Visit an affiliated organization's meeting and write a review or introduction for the Technicalities blog.	1
Organize an impromptu networking meeting	1
Write an article, book review, software review, or other informative piece for the Technicalities blog.	1
Scan and organize at least 100 pages of archival materials such as old newsletters, awards, and other historic documents and upload them to our website.	2
Research and present findings for what other chapters, communities and organizations are doing to make their chapters more efficient, provide more value for their membership, save money, or other positive outcomes.	1
Volunteer to act as an ambassador at an in-person RMC meeting.	1
Act as an A/V person to capture an upcoming in-person or web-only meeting to webinar format and ensure its quality.	2
Act as cleanup person at the end of a meeting to ensure the venue is returned to its original state.	1
Work with the web team to update pages to the STC RMC website.	1
Assist our social media manager to provide more content to our Twitter, Facebook, and LinkedIn service offerings.	1
Attend a meeting of the Northern Colorado Satellite in Fort Collins	1

Will you be an active member? We'll keep score in upcoming issues of Technicalities!

Thanks to Joel Meier, President of STC RMC, and to W.C. Wiese from STC Orlando for their help and guidance with this initiative.

# Eight Members Achieve Active Member Rewards Program Honors

Posted on [January 1, 2013](#) by [Marcia Wood](#)

The Active Member Rewards Program (AMRP) proved itself a success with more than 420 points awarded to 102 people across 35 activities. Eight chapter members earned 15 or more points, making them eligible to receive their reward! The prize is a stylish polo shirt with the full-color Rocky Mountain Chapter logo printed on it. **Or instead of the shirt, you can choose a \$25 gift card to Amazon. It's like getting your chapter membership fee (\$25) reimbursed. By working a little for the chapter, you get your membership for free!**

Members who earned 15 points in 2012 will receive this polo shirt with the RMC logo printed on it.

Recipients can wear their shirt with pride to work on casual dress days, or to the STC Summit in Atlanta on May 5-8.

Another 18 members earned five to 12 points. They should be commended for their active membership and encouraged to continue in 2013. Really, any member can achieve the goal of 15 points in 2013. Want to know how?

Here's a [link to a table](#) showing the ways you can earn points.

We have so much potential—and so little time—but with a prudent reallocation of our time, I imagine that each and every one of us could qualify for this reward in 2013. The chapter has budgeted an amount for the AMRP in 2013. After all, active members DO deserve a reward!